

ORDER



Orders
Order / Rev: 705937
Alt Order #: 06273618
Product Desc: SCHWEIKERT FOR CON
Estimate:
Flight Dates: 08/12/12 - 08/17/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Schweikert for Congress
Demographic: A35+
Product Codes: PL-State House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	25	\$11,400.00	\$9,690.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$11,400.00	\$9,690.00	0.00
Totals	25	\$11,400.00	\$9,690.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	20%	\$11,400.00
Market	100%	\$57,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$45,600.00

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Advertiser: Schweikert for Congress
 Product Desc: SCHWEIKERT FOR CON
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/12/12	08/12/12	Olympic Late News Olympic Late News	CM	Olympic Late New	-----S	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$1,300.00		0.00			
2	KPNX	08/14/12	08/14/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-T-----		1				\$1,300.00		0.00			
3	KPNX	08/13/12	08/17/12	M-F 6-7a 12 News Today	CM	6-7a	M-WTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-WTF--		4				\$400.00		0.00			
4	KPNX	08/14/12	08/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-TWT---	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-TWT---		4				\$450.00		0.00			
5	KPNX	08/14/12	08/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-TWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-TWTF--		5				\$200.00		0.00			
6	KPNX	08/15/12	08/17/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	--WTF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--W-F--		2				\$100.00		0.00			
7	KPNX	08/13/12	08/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWT---	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTWT---		4				\$450.00		0.00			
8	KPNX	08/13/12	08/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW-F--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTW-F--		4				\$600.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	25	\$11,400.00

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